

The
Management
University
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UNDERGRADUATE UNIVERSITY EXAMINATIONS
SCHOOL OF MANAGEMENT AND LEADERSHIP
DEGREE OF BACHELOR OF ARTS IN DEVELOPMENT STUDIES

BML 208 : MANAGEMENT OF PUBLIC RELATIONS

DATE: 15TH DECEMBER 2015

DURATION: 2 HOURS

MAXIMUM MARKS: 70

INSTRUCTIONS:

1. Write your registration number on the answer booklet.
2. **DO NOT** write on this question paper.
3. This paper contains **SIX (6)** questions.
4. Question **ONE** is compulsory.
5. Answer any other **THREE** questions.
6. Question **ONE** carries **25 MARKS** and the rest carry **15 MARKS** each.
7. Write all your answers in the Examination answer booklet provided.

QUESTION ONE

- a) Public relations is a terminology that has been misconceptualized due to other fields that seem similar to it. Distinguish public relations from the following terminologies:
- i. marketing (3 marks)
 - ii. advertising (3 marks)
 - iii. public opinion (3 marks)
- b) An organization can either form a department to internally run its public relations affairs or outsource the services from a consultancy. In your view, analyze the challenges and opportunities an organization will experience if it goes for either of the options. (10 marks)
- c) Explain any three factors that influence the size of public relations departments. (6 marks)

QUESTION TWO

- a) Discuss any five key responsibilities expected to be undertaken by the public relations manager in an organization. (10 marks)
- b) Analyse any five key qualities that a public relations manager should exhibit. (5 marks)

QUESTION THREE

Public relations programmes need to be properly planned in order for them to be successful. Your organization has in the recent past received negative publicity from the media. This in turn has affected your customers and the sales of your products have gone down. Using the six point public relations model, explain the steps you will follow to handle the situation in your organization. (15 marks)

QUESTION FOUR

- a) Public relations is communication. It requires that the practitioner adopts a certain model in their practice. Discuss the models of Guinig and Hunt showing how you would apply them in public relations practice. **(10 marks)**
- b) Analyze the RACE model of public relations. **(5 marks)**

QUESTION FIVE

Discuss the use of the following media from public relations highlighting on their merits and demerits.

- i. The internet **(5 marks)**
- ii. Television **(5 marks)**
- iii. Newspaper **(5 marks)**

QUESTION SIX

- a) Writing skills are essential for managers in public relations. Outline the key elements of an effective press release. **(7 marks)**
- b) Explain the process that a person needs to follow in order to come up with a good written document. **(8 marks)**

